

FOR IMMEDIATE RELEASE

August 3, 2004

MEDIA CONTACT: Eric Solomon

(202) 994-3087; solomone@gwu.edu

**GW RECEIVES \$1.5 MILLION GRANT FROM W.M. KECK FOUNDATION TO DEVELOP
INNOVATIVE NEW *IN VIVO* "PROTEIN MICROSCOPE"**

**For the First Time New Microscope Will Provide View of Proteins Interacting in Living Tissue
to Help Researchers Combat Neurodegenerative Diseases**

WASHINGTON — The George Washington University's Institute for Proteomics Technology and Applications (IPTA) announced today it has received a three-year, \$1.5 million grant from the W.M. Keck Foundation to develop a new *in vivo* "protein microscope" that will allow researchers for the first time to view how proteins interact in living tissue. The microscope is expected to enable researchers to identify protein targets that may advance the treatment of neurodegenerative diseases such as ALS (Lou Gehrig's disease) and spinal muscular atrophy.

"This research has the potential to transform the field of proteomics," said John F. "Skip" Williams, University provost and vice president for health affairs. "The George Washington University is proud to be on the cutting edge of a dynamic field that has the opportunity to improve the quality of people's lives."

The research has two primary phases. First, researchers will create an *in vivo* "protein microscope" that provides images of protein distributions in living cells and tissues by combining a high-tech mass spectrometer and an optical microscope. Second, GW and Children's National Medical Center researchers will use the "protein microscope" to explore protein distributions in and around the neuromuscular junction in unprecedented detail.

"We thank the Keck Foundation for their support and look forward to breaking new ground in the study of the structure and function of proteins," said Donald R. Lehman, executive vice president for academic affairs. "This proposal for a 'protein microscope' is the kind of high-yield, multi-team research that is the future of the sciences not only at The George Washington University, but across the United States. We worked diligently to mold focused research groups into a cross-disciplinary team, which includes Children's National Medical Center, that will produce highly visible, unique research with the support of the Keck Foundation."

Akos Vertes, professor of chemistry and of biochemistry and molecular biology, will serve as the principal investigator for the project. The broad objectives of the GW IPTA are to engage in research in developing new proteomics technology and in using that technology for proteomics research. The IPTA is an interdisciplinary research collaborative among the University's Departments of Chemistry, Biology and Physics at the Columbian College of Arts and Sciences; the Departments of Biochemistry and Molecular Biology and of Pharmacology at the School of Medicine and Health Sciences; and the Department of Computer Science at the School of Engineering and Applied Science. The institute has received funding from GW's Research Enhancement Fund to seed its growth.

Based in Los Angeles, the W.M. Keck Foundation was established in 1954 by the late W.M. Keck, founder of the Superior Oil Company. The foundation's grant making is focused primarily on pioneering efforts in the areas of medical research, science and engineering. The foundation also maintains a Southern California Grant Program that provides support in the areas of civic and community services with a special emphasis on children.

For more information about the W.M. Keck Foundation, visit www.wmkeck.org.

For more information about the GW IPTA, visit www.bioinformatics.gwu.edu/academics/proteininstitute.php.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 5, 2004

MEDIA CONTACTS: Matt Nehmer

(202) 994-6467; nehmer@gwu.edu

Robert Moll

(202) 994-2492; rmoll@gwu.edu

**GW LAUNCHES KNOWLEDGE AND INNOVATION MANAGEMENT
GRADUATE CERTIFICATE PROGRAM**

WASHINGTON – With technological innovation driving today's global knowledge economy, firms are grappling with how to manage the creation, collection and dissemination of intellectual capital that helps bring innovative products and services to market. GW's School of Business and School of Engineering and Applied Science have partnered to offer a new Graduate Certificate in Knowledge and Innovation Management that will prepare students to harness a firm's strategic assets so their commercial potential can be realized and protected.

The four-course, 12-credit program integrates management and engineering disciplines and will be taught by distinguished faculty from GW's business and engineering schools, as well as industry practitioners and government executives. It will prepare students to form organizational structures and systems – i.e. knowledge capture systems, communities of practice and online knowledge repositories – that facilitate knowledge management and encourage innovative solutions to difficult problems, which can be introduced to the market and economically implemented.

Students will be admitted to the program in groups of about 30 and will study together throughout all four courses. This approach will provide opportunities for teamwork, networking and class solidarity. Students will enroll in one course per semester and will complete the entire certificate program in four semesters. The evening courses will be offered at GW's Foggy Bottom Campus, and the certificate program graduates can apply their credits to a GW Master of Business Administration degree or the Master of Science in knowledge management degree.

GW's School of Business, increasingly regarded as one of the world's best, prepares students for professional management careers. The depth and variety of its academic and professional programs, including five specialized master's programs, provides rich opportunities for students in the school's core Bachelor of Business Administration, Master of Business Administration and doctoral programs.

The School of Engineering and Applied Science prepares engineers to address society's technological challenges by providing outstanding undergraduate, graduate and professional educational experiences and by stimulating and providing innovative, fundamental and applied research activities.

For more information about the Graduate Certificate in Knowledge and Innovation Management or the information session, call Francesco Calabrese at (703) 288-4275 or William Halal at (202) 994-5975. For more information about GW's School of Business, visit business.gwu.edu. For more information about the School of Engineering and Applied Science, visit seas.gwu.edu.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 10, 2004

CONTACT: Matt Nehmer

(202) 994-6467; nehmer@gwu.edu

Paul Fucito

(202) 994-0616; pfucito@law.gwu.edu

**ALBERTO BENITEZ BECOMES FIRST GW LAW PROFESSOR APPOINTED
TO AMERICAN BAR ASSOCIATION COMMISSION ON IMMIGRATION POLICY,
PRACTICE AND PRO BONO**

WASHINGTON – The American Bar Association (ABA) has appointed GW Law School Professor Alberto Benítez to the ABA Commission on Immigration Policy, Practice and Pro Bono for 2005.

“I’m honored by my appointment to the commission,” said Benítez. “This opportunity will involve me more intimately with immigration law issues on a national scale and will allow me to apply the things that my students and I have learned during my tenure as director of GW’s Immigration Clinic.”

The Commission on Immigration Policy, Practice and Pro Bono consists of 13 individuals appointed by the ABA president. The commission directs ABA efforts to ensure fair and unbiased treatment, as well as full due process rights, for immigrants and refugees within the United States. The commission also addresses immigration law and policy issues, provides continuing education and information to members of the legal community and the public, and develops and assists the operation of pro bono programs that encourage volunteer lawyers to provide legal representation to immigrants and asylum seekers.

“I’m particularly interested in using the commission to influence the ABA-approved law schools to provide their students with a full range of immigration-related courses and clinical programs,” said Benítez. “GW is a national leader on this issue because it regularly offers four immigration-related courses and one clinical program in immigration law allowing students to become even better lawyers.”

Before joining the Law School faculty as director of the Immigration Clinic in 1996, Benítez was on the faculty of the legal clinics at Chicago–Kent College of Law and Northwestern University. Prior to that, he was a staff attorney at the Chicago Lawyers’ Committee for Civil Rights Under Law and the Legal Assistance Foundation of Chicago. Benítez teaches Immigration Law I. In addition, he has taught at the law schools of the Instituto Tecnológico Autónomo de México and the Universidad Panamericana, in Mexico City.

Established in 1865, The George Washington University Law School is the oldest law school in the District of Columbia. Accredited by the ABA and a charter member of the Association of American Law Schools, the Law School enrolls approximately 1,750 students each year.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 10, 2004

MEDIA CONTACT: Eric Solomon

(202) 994-3087; solomone@gwu.edu

FIVE GW ATHLETES TO COMPETE AT 2004 OLYMPICS IN ATHENS

WASHINGTON — The George Washington University will be represented at the 2004 Summer Olympics in Athens, Greece, by four alumni and one current student who are among the elite athletes on their national teams. **Chad Senior**, B.S. '97, a two-time U.S. Olympian, will take part in the modern pentathlon. The sport—introduced in 1912 as a contemporary version of the classic pentathlon—running, swimming, pistol shooting, horseback riding and fencing. Senior, who finished sixth in the 2000 Olympics in Sydney, is an Army infantry officer and part of the Army's World Class Athlete Program, which was created for aspiring Olympians. While at GW, Senior set five swimming records and was named Atlantic 10 Freshman Swimmer of the Year and Atlantic 10 Conference champion twice. The men's modern pentathlon will be held Aug. 26.

Two GW women's basketball players, **Ugo Oha**, B.A. '04, and **Elisa Aguilar**, B.A. '00, will compete in the summer games. Oha, a 6'-4" center, will play for the Nigerian national team in the team's Olympic debut, while Aguilar, a 5'-8" guard, will play for the Spanish team. Oha, who was named Atlantic 10 Defensive Player of the Year, holds GW's record for blocked shots, is eighth on the all-time scoring list, and sixth in rebounds. Aguilar holds GW's record for free throw percentage and ranks third in three-point shooting.

Both players were named Atlantic 10 Rookie of the Year and All-Atlantic 10 First Team. Aguilar also played professionally in Spain before joining the Utah Starzz of the WNBA in 2002. The Nigerian team plays in Group A, along with Greece, Australia, Japan and Russia, while the Spanish team is in Group B with the United States, the Czech Republic, China, New Zealand and Korea. Women's basketball is scheduled from Aug. 14 to 28.

Washington, D.C., native **Aquil Abdullah**, who attended GW from 1992-96, heads to Athens as the first African American man on the U.S. Olympic rowing team. A star wide receiver at D.C.'s Wilson High School, Abdullah opted for rowing over football after a scholarship offer from GW. He missed qualifying for the 2000 Games by a fraction of a second, but a first-place finish in the double sculls at this year's Olympic trials secured his position on the U.S. Olympic team. Abdullah will row on Aug. 14 in the first heat for men's double sculls; finals will be held Aug. 24.

GW student **Brett Heyl** also is taking to the Olympic waters, racing in the whitewater slalom kayak. Known as K-1 whitewater, the sport requires paddlers to navigate up to 20 gates while steering through rapids. Heyl, an economics major, has taken a leave from his studies to train full time. His accomplishments include a 2004 Pan American championship. With a second-place finish at the U.S. Team Trials and an eighth-place finish in the first World Cup event of the season, Heyl earned a spot on the U.S. Olympic team. Heyl plans to return to GW in the fall. Men's whitewater slalom kayaking will be held Aug. 19 and 20.

"We are very proud that a part of our athletics family is representing The George Washington University in the Summer Olympics this year," GW Director of Athletics Jack Kvanecz said. "It is very exciting to have a presence on the world stage in Athens."

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 9, 2004

MEDIA CONTACT: Eric Solomon

(202) 994-3087; solomone@gwu.edu

GW ALUMNUS AND STUDENT RECEIVE PRESTIGIOUS JACK KENT COOKE FOUNDATION SCHOLARSHIP FOR GRADUATE STUDY

WASHINGTON — The George Washington University announced today that Ronald D. Crouch, a 2004 GW graduate, and Amy Smith, an incoming GW graduate student from Cornell University, are among 39 awardees from around the country to receive the Jack Kent Cooke Foundation Graduate Scholarship. The awards are among the most generous individual scholarships in the nation, with recipients receiving up to \$300,000 over six years.

Crouch, 32, previously an undergraduate Jack Kent Cooke Scholar at GW, will seek a doctorate in clinical and community psychology at DePaul University in Chicago. Previously a fisherman in Alaska and then a diesel mechanic and English teacher in Siberia, Crouch decided that he most wanted to help people with emotional problems. He began studying psychology at Prince George's Community College in Maryland and then received the Cooke Scholarship to continue at GW.

"My education began before I went to class each day, seeing the enormous need in the city to help those with mental illness," said Crouch. "It angered me to see so many people in misery in a city with enormous power."

This year GW will welcome another two-time Cooke Scholar to campus. Amy Smith, 24, spent her childhood in rural Honduras at a small hospital started by her parents to provide medical care to impoverished and disease-prone villagers. From the age of nine, she worked in the pharmacy, filed charts, took vital signs and comforted the patients and their families. She earned her undergraduate degree at Cornell University majoring in nutritional sciences with an undergraduate scholarship from the Jack Kent Cooke Foundation. Smith will now attend GW's School of Medicine and Health Sciences for a combined M.D. and Master of Public Health degree.

"I know I cannot save the world alone, but with adequate training I can return to Latin America and serve some useful purpose, alleviate suffering and offer assistance," said Smith.

"We developed this program to offer outstanding individuals the financial freedom to pursue their highest calling through advanced education," said Matthew J. Quinn, executive director of the Jack Kent Cooke Foundation. "These are the finest students in America, and we expect they will make a tremendous contribution to their professions and communities."

The 39 Jack Kent Cooke Foundation scholars were selected from a total of 1,226 applicants, submitted by 747 colleges. The scholarship is named after Jack Kent Cooke, who built a media empire and owned the Los Angeles Lakers and Washington Redskins, and died in April 1997.

**For more information about the Jack Kent Cooke Foundation, visit
www.jackkentcookefoundation.org.**

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 11, 2004

MEDIA CONTACT: Tracy Schario

(202) 994-13566; tschario@gwu.edu

**THE GEORGE WASHINGTON UNIVERSITY ANNOUNCES EXECUTIVE COMMITTEE
AND FIVE NEW TRUSTEES**

**Chairman Charles T. Manatt Elected to Three-Year Term; Board of Trustees Continues to
Provide Stewardship of Campus Plan**

WASHINGTON — The George Washington University Board of Trustees elected its executive committee and five new trustees during its summer meeting held on the GW Foggy Bottom Campus. The 33 trustees of the board provide governance and counsel on the management and direction of the University, particularly as GW implements its Strategic Plan for Academic Excellence and continues planning for the future of the University.

The Honorable Charles T. Manatt, J.D. '62, founding partner of Manatt, Phelps & Phillips, was elected to a three-year term as Chairman of the Board of Trustees, a position he has held since 2001. Other elected members of the executive committee include: Vice Chairwoman Patricia Gurne, J.D. '69, partner of Gurne, Porter & Baulig, PLLC; Vice Chairman W. Russell Ramsey, B.A. '81, managing partner of Capital Crossover Partners, LP; Secretary Lydia Thomas, president and CEO of Mitretek Systems; and Assistant Secretary Elizabeth Cowles, J.D. '90, chairwoman of Cowles Publishing Company, Spokane, WA.

"The Board of Trustees is a valued and trusted group of advisors with a strong connection to and history with the University," said President Stephen Joel Trachtenberg. "We have a challenging mission and significant opportunity to continue The George Washington University mission of providing superior academics and research programs and community involvement."

Newly elected charter trustees include: Richard Blackburn, a 1967 GW Law School graduate and retired from Duke Energy Corporation, where he served most recently as executive vice president and general counsel; Maria Bonetti, vice president of Centro de Integracion Familiar of New York City and Santo Domingo, Dominican Republic; and Mark Shenkman, president, chief investment officer and founder of Shenkman Capital Management.

Newly elected alumni trustees include: Allan From, J.D. '75, B.B.A. '72 and partner of Howard, Stallings, From & Hutson, Raleigh, NC; and Kristy McDonnell, a recent graduate of GW's School of Engineering and Applied Science, M.S. '01, B.S. '00 and energy engineer for Pace Global Energy Services.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate and professional students from all 50 states, the District of Columbia and more than 140 countries.

**For more news about GW and the Board of Trustees, visit the GW News Center at
www.gwnewscenter.org.**

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FOR IMMEDIATE RELEASE
August 12, 2004

CONTACT: Tracy Schario
(202) 994-3566; tschario@gwu.edu

**GW IS "THE HOTTEST UNIVERSITY FOR POLITICAL JUNKIES"
IN 2005 KAPLAN/NEWSWEEK GUIDE**

The George Washington University is Only Local University Among America's Hot 25 Schools

WASHINGTON – The 2005 Kaplan/Newsweek "How to Get into College" Guide named The George Washington University as the hottest university in the nation for "political junkies." GW is commended for its blend of academics and politics in the classroom and throughout campus, as well as for its fixed tuition program. For the second time in three years GW is on the "Hot Schools" list.

"There aren't many universities that hosted John Kerry, Tom Ridge, foreign diplomats, U.S. ambassadors and government officials for speeches and campus programs in a single academic year," said GW President Stephen Joel Trachtenberg. "However, at GW students expect and receive attention from those in the global political arena."

From professors who engage in political consulting to internships with government agencies, non-profits and policy and advocacy groups; from guest speakers in government and international affairs to study abroad programs and CNN's "Crossfire," GW has near limitless opportunities for those interested in politics and a real-life laboratory setting.

In addition to its political science, public affairs and international affairs programs, GW is a "hot school" in general. The University received a record 20,000 applications for the 2004-2005 academic year and is expecting nearly 2,600 freshman making the class of 2008 among GW's most competitive admissions.

This year, Kaplan/Newsweek launched an expanded "Hot Schools" list in the guide, based on admissions trends and extensive interviews with a broad array of educators, admissions officers, students and other longtime observers of the admissions process. The guide will be on sale August 16, 2004.

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August 11, 2004

CONTACT: Matt Nehmer
(202) 994-6467; nehmer@gwu.edu
Robert Moll
(202) 994-2492; rmoll@gwu.edu

GW SCHOOL OF BUSINESS ANNOUNCES NEW FACULTY

New Recruits Contribute to Program's Academic Excellence and Bring Additional Expertise to the Curriculum

WASHINGTON – The George Washington University School of Business has recruited 11 new full-time faculty members to begin teaching this fall.

The additions bring academic experience and private and public sector credentials along with doctoral degrees earned at renowned business programs including Duke University, the University of Chicago, the University of Michigan and the University of Wisconsin. They will join one of the school's seven academic departments: accountancy, finance, international business, management science, marketing, strategic management and public policy, and tourism and hospitality management.

"Our mission is to deliver an outstanding education, advance knowledge and provide practical experience in diverse organizational settings, leveraging the unique advantages of our location in Washington to the benefit of our community," said Susan M. Phillips, School of Business dean and professor of finance. "With their diverse work experience and research interests – such as anti-trust, urban development and entrepreneurship issues – the new faculty will contribute to our mission by offering our students challenging opportunities to learn and apply new knowledge."

Over the past several years, GW's business school has hired faculty members from such top-tier doctoral programs as Case Western Reserve, the Massachusetts Institute of Technology, University of California at Berkeley and the University of North Carolina at Chapel Hill.

The new full-time faculty members are:

Meghana Ayyagari, assistant professor of international business
Ayyagari joins GW from the University of Maryland's doctoral program where she focused on international finance. She will teach undergraduate courses and pursue research related to corporate governance.

Raynald Brouard, assistant professor of tourism studies
Brouard received an Ed.D. from Florida International University with a focus on hospitality management and educational technology. He comes to GW most recently from Barber-Scotia College and also has taught at the International Tourism Hospitality Institute and Academy of North Carolina. He will serve as director of GW's Accelerated Master of Tourism Administration Program with additional responsibility for teaching and research in the field of tourism and hospitality management.

Richard K. Green, Oliver T. Carr Jr. Chair of Real Estate and Finance
Green earned a Ph.D. from the University of Wisconsin, where he established himself as the Vanguard Faculty Scholar and Chair of Real Estate and Urban Land Economics. He joins GW after working at Freddie Mac and serving as a visiting professor at the University of Pennsylvania's Wharton School. He will take leadership of GW's real estate program and pursue a research agenda and teaching schedule focused on real estate finance.

Stephen Hansen, assistant professor of accountancy

Hansen received a Ph.D. at Carnegie Mellon University and has been a visiting professor at GW for the past two years. With an expertise in managerial accounting, he will teach a variety of courses and continue to work on his research agenda.

Ahmet Kirca, assistant professor of international business

Kirca is completing his doctoral studies at the University of South Carolina in international business and marketing. At GW, he will continue his research in marketing across national borders and teach undergraduate international business courses.

Renata Kosova, assistant professor of international business

Kosova earned a Ph.D. at the University of Michigan with a focus on international corporate strategy. She will continue her research on the relationship between foreign and domestic firms in a single market and teach undergraduate international business courses.

Maria Matta, assistant professor of management science

Matta earned a Ph.D. with an emphasis on supply chain management from Duke University. She will teach courses in operations management and conduct research that uses a variety of analytical tools to describe and improve outpatient scheduling.

Tjai Nielsen, assistant professor of management science

With a Ph.D. from the University of Tennessee, Nielsen comes to GW from a management consulting enterprise. He will pursue a research agenda focused on the dynamics of groups and teach courses in organizational behavior and theory.

Jorge Rivera, assistant professor of strategic management and public policy

Rivera comes to GW from George Mason University where he has been teaching public policy and environmental management. Rivera will teach undergraduate and graduate courses in business and public policy, and conduct research about environmental management and corporate sustainability. He earned a Ph.D. from Duke University.

George Solomon, associate professor of management science

Solomon earned a D.B.A. from GW's School of Business and has been teaching as a part-time faculty member for a number of years while working as an executive with the U.S. Small Business Administration. He will teach undergraduate and graduate courses in entrepreneurship and small business and lay the foundation for an entrepreneurship center in the school.

Mary Sullivan, assistant professor of accountancy

Sullivan earned a Ph.D. at the University of Chicago. She comes to GW from the U.S. Department of Justice's antitrust division. Previously, Sullivan taught marketing at the University of Chicago. She will teach undergraduate accounting courses and pursue a research agenda focused on economics and accounting.

GW's School of Business, increasingly regarded as among the world's best, prepares students for professional management careers. The depth and variety of its academic and professional programs, including five specialized master's programs, provides rich opportunities for students in the school's core Bachelor of Business Administration, Master of Business Administration and doctoral programs.

For more information about GW's School of Business, visit business.gwu.edu.

For more news about GW, visit the GW News Center at gwnewscenter.org.

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August 11, 2004

CONTACT: Matthew Nehmer
(202) 994-6467; nehmer@gwu.edu
Robert Moll
(202) 994-2492; rmoll@gwu.edu

GW BUSINESS PROFESSOR RECEIVES FULBRIGHT SCHOLAR AWARD

WASHINGTON—Amy K. Smith, an associate professor at The George Washington University School of Business, is the recipient of a Fulbright Scholar grant to lecture at Southwest University of Finance and Economics (SWUFE) in Chendgu, Sichuan Province, People's Republic of China. Smith will teach graduate courses in marketing management and services marketing at SWUFE during fall 2004. She also will participate in the Fulbright intra-country lecturing program.

Smith is one of about 800 U.S. academics and practitioners who will travel abroad to some 140 countries for the 2004-05 academic year through the Fulbright Scholar Program. Established in 1946 under legislation introduced by the late Sen. J. William Fulbright of Arkansas, the program's purpose is to build mutual understanding between the people of the United States and other countries. Each year, typically at least one GW business faculty member participates in this program. During the past academic year, Mary Granger and Stuart Umpleby, both professors of management science, were awarded Fulbrights. Granger taught at the Warsaw School of Economics and lectured at the Krakow School of Economics in Poland while Umpleby taught at the University of Sarajevo in Bosnia-Herzegovina.

During the spring semester of her year-long sabbatical, Smith will be a visiting research fellow at the University of Queensland in Brisbane, Australia. She will work on a multi-stage research project, "Customer Emotions and Reasoning During Service Recovery: A Focus on the Counterfactual Thinking," in conjunction with academic colleagues Janet R. McColl-Kennedy (University of Queensland) and Beverley A. Sparks (Griffith University).

At GW, Smith teaches undergraduate and graduate courses in marketing and conducts research focused on customer service and customer relationship management. Her academic areas of expertise include services marketing, customer satisfaction, relationship marketing and marketing management. She earned a Ph.D. at the University of Maryland and a B.B.A. from the University of North Texas.

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**For more information about GW's School of Business, visit business.gwu.edu.
For more news about GW, visit the GW News Center at gwnewscenter.org.**

FOR IMMEDIATE RELEASE

August 23, 2004

CONTACT: Tracy Schario

(202) 994-3566; tschario@gwu.edu

GW PRESIDENT RECEIVES TWO HONORARY DEGREES IN SOUTH KOREA

Trachtenberg Speaks On Merits Of The American University System

WASHINGTON – The George Washington University President Stephen Joel Trachtenberg received a Doctor of Business Administration, Honoris Causa, from Dongseo University, Busan, and a Doctor of Public Administration, Honoris Causa, from Sangmyung University, Seoul. The president also delivered four speeches discussing the strengths of the American university system and private colleges during an August trip to South Korea.

At Dongseo and Sangmyung universities, Trachtenberg accepted honorary degrees and accolades for the promotion of international awareness and cultural exchanges among university students and professors. International students represent approximately 10 percent of GW's student populations, of which Korean students are the largest.

In accepting his honorary degrees, Trachtenberg spoke about the importance of cultivating relationships with universities around the world. "It is a honor to be recognized in such a manner," he said. "During my travels it has been wonderful to see how universities throughout South Korea have continued to expand and develop. It is imperative that we continue to learn from each other for the betterment of higher education institutions throughout the world."

In addition to speeches at Dongseo and Sangmyung universities, Trachtenberg also delivered addresses at the Jeju National University, Jeju Island, and at the Korean Association of University Foundations International Conference in Seoul.

In his remarks, Trachtenberg addressed the issues facing private universities in America. "Our freedom and imagination have enabled private American universities to become some of the best in the world," Trachtenberg said. "What remains is to use our freedom to look at our old habits, to break those that impede our progress."

Trachtenberg has received several honors from Korean universities in the past. In 1994, he was awarded a Doctor of Public Administration, Honoris Causa, from Kyonggi University, Seoul. In 1990, he was awarded a Doctor of Laws, Honoris Causa, from Hanyang University, Seoul, and the University Medal of Highest Honor from Kyung University, Seoul.

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For more news about GW, visit the GW News Center at www.gwnewscenter.org.

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FOR IMMEDIATE RELEASE

August 25, 2004

MEDIA CONTACT: Eric Solomon

(202) 994-3087, solomone@gwu.edu

**GW SCHOOL OF MEDIA AND PUBLIC AFFAIRS AWARDED KNIGHT GRANT TO
REVITALIZE AND DIVERSIFY JOURNALISM PROGRAMS IN D.C. AREA HIGH SCHOOLS**

\$150,000 Grant Connects Veteran Journalists with Junior Colleagues and High School Students

WASHINGTON—The George Washington University School of Media and Public Affairs (SMPA) received a \$150,000 grant from the John S. and James L. Knight Foundation to fund Prime Movers, a one-year pilot program pairing veteran journalists with junior colleagues and high school students from diverse communities in the Washington, D.C., metro area. The goal of the program is to revitalize student-run news media and create interest in news media careers. Dorothy Gilliam, retired *Washington Post* columnist and SMPA's 2003-2004 J.B. and Maurice C. Shapiro fellow, who helped secure the grant, will direct the project.

"The Prime Movers program is a unique partnership between SMPA, the Knight Foundation, major news organizations and area high schools," said Gilliam. "This cooperation will bring media education and training opportunities to students who may not otherwise have them, and it will serve the ultimate goal of increasing diversity in the newsroom."

The "Prime Movers," Sam Ford and Peggy Gilgannon of WJLA-TV (ABC-7); Jonathan Blakley and Doug Mitchell of National Public Radio; and Kim Willis of *USA Today*, will lend their wisdom and experience to smooth the transition of young minority journalists in local newsrooms and to revitalize and establish media programs at Roosevelt, Ballou, J.E.B. Stuart and Mt. Vernon high schools.

"Newsrooms are filled with potential mentors," said Denise Tom, journalism initiatives program officer for the Knight Foundation. "These Prime Movers can help inspire the next generation of journalists, and, in the process, stay inspired themselves."

Gilliam is the founder and former director of *The Washington Post*'s highly successful Young Journalists Development Program, which encourages high school students to pursue careers in journalism. At the *Post*, Gilliam received funding from the Knight Foundation to publish *Reaching Generation Next*, a handbook for creating partnerships between news organizations and high schools.

GW's School of Media and Public Affairs, with 17 full-time faculty and more than 400 students, teaches how ideas and information are communicated through the media. The school combines liberal arts education with professional skills, promoting a combination of theory and practice.

The John S. and James L. Knight Foundation promotes excellence in journalism worldwide and invests in the vitality of 26 U.S. communities. Its signature work is its Journalism Initiatives Program. During the last 50 years, the foundation has approved nearly \$250 million in journalism grants.

For more information about Knight Foundation, visit www.KnightFdn.org.

For more information about the SMPA, visit www.smpa.gwu.edu.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 25, 2004

MEDIA CONTACT: Eric Solomon

(202) 994-3087, solomone@gwu.edu

**RENOWNED WASHINGTON SCHOLAR STEPHEN HESS TO JOIN GW AS DISTINGUISHED
RESEARCH PROFESSOR OF MEDIA AND PUBLIC AFFAIRS**

**Hess to Teach, *Washington Reporters*, a Course that Examines
the Domestic Press Corps in Washington**

WASHINGTON—Stephen Hess, a renowned Washington scholar and senior fellow emeritus at the Brookings Institution, joins The George Washington University School of Media and Public Affairs (SMPA) as a distinguished research professor beginning in September. Hess will teach a course called *Washington Reporters*, examining the domestic press corps in Washington and how they move news in certain directions. He also plans to conduct research for an upcoming book.

“We are pleased to have an astute Washington observer and scholar of Stephen Hess’ caliber join our faculty,” said Albert L. May, associate professor of media and public affairs, who in his former capacity as SMPA acting director helped bring Hess to GW. “His significant contributions in research will bring recognition to our school and provide challenging new experiences for our students.”

Since 1972, Hess has been a senior fellow in the governance studies program of the Brookings Institution. While there, he concurrently served as a fellow in the faculty of government at Harvard University and as a U.S. Representative to the United Nations General Assembly in 1976 and the UNESCO General Conference in 1974. He has served on the White House staffs of Presidents Eisenhower and Nixon, and has been an advisor to Presidents Ford and Carter.

A prominent author, two of his recent works – *Media and the War on Terrorism*, co-edited with Marvin Kalb, and *The Little Book of Campaign Etiquette* – received the Arthur Rowse Award for Press Criticism. In 1996, he authored a trilogy on the presidency, the press and foreign news coverage: *International News & Foreign Correspondents*, *News & Newsmaking* and *Presidents & the Presidency*. Other works include *The Presidential Campaign*; *The Ultimate Insiders: U.S. Senators in the National Media*, winner of the Outstanding Academic Book award from the American Library Association; and *Nixon: A Political Portrait*, which now has 30 foreign editions. During the 2000 presidential election campaign, he wrote “The Hess Report” for *USA TODAY*, a weekly column on media coverage.

Among his honors are mentions in *Who’s Who in America Contemporary Authors* and *Who’s Who in American Politics*. He was listed among *Time* magazine’s “200 Young American Leaders” in 1974 and cited as *The New York Times* “Man in the News” in 1970. Hess is a member of the National Academy of Public Administration and is on the senior advisory committee of the Shorenstein Center for Press, Politics and Public Policy at the John F. Kennedy School of Government at Harvard University. Hess earned his bachelor’s degree from Johns Hopkins University in 1953.

The School of Media and Public Affairs, with 17 full-time faculty and more than 400 students, teaches how ideas and information are communicated through the media. The school combines liberal arts education with professional skills, promoting a combination of theory and practice.

For more information about the SMPA, visit www.smpa.gwu.edu.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

August 25, 2004

CONTACT: Matt Nehmer

(202) 994-6467; nehmer@gwu.edu

GW ANNOUNCES VISITING PROFESSIONAL FELLOWSHIP

Six Full-Time Service Employees Selected to Participate in Management Exchange

WASHINGTON – The George Washington University Office of Student and Academic Support Services (SASS) has appointed six staff members to participate in a new Visiting Professional (VP) Fellowship. VP Fellows, through a combination of job shadowing and project work, will do four rotations of two months each through various SASS divisions allowing them an opportunity to further professional development while gaining a broader understanding of student services.

“We are very excited about the initiation of the SASS VP Fellowship,” said GW Senior Vice President Robert A. Chernak, who inaugurated the program. “This cross-training opportunity will expose staff to decision-making processes that occurs at the most senior levels of GW’s administration.”

The first fellowship class includes Rafael Blumenthal of the Office of Undergraduate Admissions, Brian Hamluk of the Dean of Student’s Center for Alcohol and Other Drug Education, Grace Henry of the Student Activities Center, Nicole Macchione of the Student Activities Center Spirit Program, Katelyn Rosa of the Office of Undergraduate Admissions and Andrew Sonn of the Community Living and Learning Center.

Peter Konwerski, SASS executive director for administrative partnerships, will serve as program advisor. “We anticipate that this fellowship will pay dividends in the long run by enhancing the administrative, networking and leadership skills of these employees,” said Konwerski.

The SASS VP Fellowship initiative is another example of GW administrative departments working to realize the goals of the University’s 2002 strategic plan, which states that GW will “enhance the professional and career development of GW staff through high-quality orientation, training, performance evaluation and recognition and reward programs.”

After the first fellowship is complete, the program may be replicated, so that other aspiring professionals can experience different units throughout campus.

For more information about this story visit SASS online at gwired.gwu.edu/SASS.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.

FOR IMMEDIATE RELEASE

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MEDIA CONTACT: Matt Lindsay

(202) 994-1423; mlindsay@gwu.edu

SHALOM/SALAAM: THE UNTOLD STORY OF MYSTICAL ENTANGLEMENT
AN EXHIBIT BY ARTIST TOM BLOCK AT THE GW GELMAN LIBRARY
AUGUST 25-DECEMBER 29

EVENT: The George Washington University Gelman Library is featuring the exhibit, *Shalom/Salaam: The Untold Story of Mystical Entanglement* by artist and writer Tom Block.

WHEN: Wednesday, August 25 – Wednesday, December 29, 2004
Weekdays from 1 – 5 p.m.

WHERE: The George Washington University
The Gelman Library
2130 H St., NW, Washington, D.C.
(Foggy Bottom-GWU Metro Station, Blue and Orange lines)

COST: Free and open to the public with photo identification

BACKGROUND:

The *Shalom/Salaam* project is Tom Block's ongoing interdisciplinary undertaking that explores shared mystical history between Muslims and Jews. The artwork in the *Shalom/Salaam* exhibit captures the gentle beauty of these spiritual systems, using metaphors to highlight and appreciate their ties.

In addition to the artwork on this subject, Block is currently writing a book titled, *Shalom/Salaam: The Untold Story of a Mystical Entanglement*. He has taught a course titled *Sufis and Hasids: Masters of Mysticism* at the Jewish Study Center in Washington, D.C.

Block's articles on the subject have been featured in *Sufi Magazine* (London, Winter 2001), *Detroit Jewish News* (October 2002), *Dystinct Art Magazine* (New York, January 2004) and *Sophia: The Magazine of Traditional Studies* (Oakton, Va., Summer 2004). The *Shalom/Salaam* project has been partially funded by a grant from the Puffin Foundation and the New York Foundation for the Arts.

**For more information about the GW Gelman Library, visit www.gwu.edu/gelman.
For more news about GW, visit the GW News Center at www.gwnewscenter.org.**

FOR IMMEDIATE RELEASE
August 27, 2004

CONTACT: Tracy Schario
(202) 994-3566; tschario@gwu.edu

GW LEGAL MUSIC PROGRAM PROMOTES SERVICES FOR MAC AND PC PLATFORMS

Pilot Program Offers Residence Hall Students Complimentary Subscription to Napster; University Licenses iTunes for Distribution to Students

WASHINGTON – The George Washington University announced today that it is enhancing its legal music program by encouraging students to use Apple's® iTunes Music Store or Napster, both of which are legal, safe and easy ways to explore and share music. GW also is launching a pilot program that gives the nearly 7,100 residence hall students an experimental, free subscription for the academic year to Napster. The iTunes Music Store requires no subscription. Students can sign up for either program beginning September 1, 2004.

"The pilot program is only part of the answer to peer-to-peer piracy and minimizing illegal downloads of music," said GW President Stephen Joel Trachtenberg. "It will help us better understand student habits and expectations about using the Internet and copyrighted material responsibly."

Napster, which includes a library of more than one million songs from major and independent record labels, provides unlimited streaming of full-length tracks and unlimited downloading to personal computers. The GW pilot program will provide residence hall students with membership to Napster subscription service at no cost. Students can purchase songs or albums from Napster to transfer to an MP3 player or burn to a CD for 99 cents a song or as little as \$9.95 per album.

"It is very exciting to see prestigious schools like GW take proactive steps to introduce their students to all the benefits of legal digital music," said Aileen Atkins, Napster's senior vice president of business affairs.

GW's trial music initiative also includes an agreement with Apple to provide access to the iTunes application and the iTunes Music Store. Students can download purchased music from the iTunes Music Store catalogue, which contains over one million tracks from all five major record companies and from more than 600 leading independent labels. The iTunes Music Store gives PC and Mac users the ability to legally discover, purchase and download music online, and iTunes syncs seamlessly with Apple's iPod, the world's most popular digital music player.

In establishing these agreements, GW has been working closely with the Campus Action Network (CAN), an initiative dedicated to facilitating the introduction of safe, legitimate digital music services to the campus environment. CAN, which is led by Sony BMG Music Entertainment and other record companies, works with a wide range of legitimate online music services and helps institutions to create programs that uniquely fit their needs, as well as the needs of their students.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate and professional students from all 50 states, the District of Columbia and more than 140 countries.

About Campus Action Network:

Campus Action Network (CAN) is a music industry-wide effort led by Sony BMG Music Entertainment and other record companies. CAN's principal objective is to ensure that students have access to safe, legitimate digital music services, and it is working to support the launch of legitimate music services on campuses around the country. CAN provides universities with introductions, information and support on a broad array of online music services. CAN does not recommend or endorse any one service or technology to institutions.

Apple, iPod, iTunes, iTunes Music Store and Mac are registered trademarks of Apple Computer, Inc.

**To learn more about GW's legal music program, visit <http://gwired.gwu.edu/legalmusic>.
For more news about GW, visit the GW News Center at www.gwnewscenter.org.**

FOR IMMEDIATE RELEASE

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CONTACT: Tracy Schario

(202) 994-3566; tschario@gwu.edu

GW OPENS NEW RESIDENCE HALL IVORY TOWER

State-Of-The-Art Residential Facility Houses Upperclassmen; Features Public Restaurants

WASHINGTON – The George Washington University announces the completion of its new 319,000 square-foot residence hall Ivory Tower. The building, located at 616 23rd Street NW, features 10 floors of residential apartments, a first floor public food court and two underground parking levels. The 728 students began to move into the building in mid-August.

“This residence hall brings the University ever closer to meeting the campus plan goal for undergraduate housing by the 2006-2007 academic year,” said GW President Stephen Joel Trachtenberg. “The addition of 728 beds on campus allows more undergraduates to reside in on-campus housing than ever before.”

The modern residential facility accommodates sophomores, juniors and seniors in one- and two-bedroom apartments. Two to four students share each apartment, which includes a living room, full kitchen, dining area and private bathrooms. Other amenities of the building are a 24-hour computer lab, a study lounge on each residential floor, cable TV, voice and data connectivity for each student, a laundry room and music practice rooms. The main level will house a new campus food court open to the public.

“Ivory Tower provides new housing opportunities on campus and offers the local business and residential communities dining alternatives in the neighborhood,” said Andrew Sonn, director of housing services and occupancy management. “The quality and affordability of the apartment-style residence hall provides an attractive option for upperclassmen, who might otherwise choose apartments elsewhere.”

Work now underway anticipates that in the fall of 2006, 379 additional beds will come on line. The University also is targeting the addition of approximately 150 beds in existing on campus facilities through reconfiguration of existing space.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate and professional students from all 50 states, the District of Columbia and more than 140 countries.

****Media tours are available upon request.****

Photos are available at <http://www.gwu.edu/~newsctr/photos/ivorytower/index.htm>.

For more information about Ivory Tower, visit CLLC at gwired.gwu.edu/cllc.

For more news about GW, visit the GW News Center at www.gwnewscenter.org.